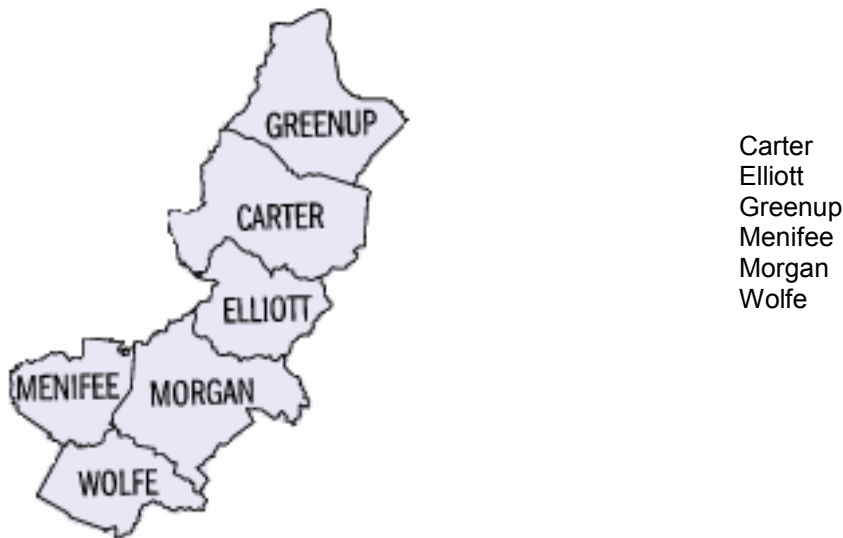


**FIGURE 4 -- COUNTIES IN THE EAST KY FOOTHILLS ECO/AGRITOURISM STUDY AREA**



#### **Appalachian Regional Commission Goals and Objectives**

ARC hired a consultant whose role is to work with FEAT to develop a plan to meet the following goals and objectives:

- Increase economic independence of economically distressed Appalachian counties through tourism
- Produce a unique and sustainable tourism product via collaboration among the six participating counties
- Leverage existing county resources and assets: cultural, natural, historical
- Secure private sector partners to fund and support the product development and implementation

#### **Local Goals and Objectives**

- Increase community economic independence through tourism ventures
- Educate farmers on the benefits of developing a tourism program to replace income lost after tobacco settlement funds are depleted
- Provide farmers/entrepreneurs with technical assistance to develop eco/agri-tourism based businesses

#### **What the ARC and FEAT will do Together**

- Identify what can be promoted today
- Create a product to market tourism assets (brochure, Web site, trail, or another product as determined by the group)
- Develop a list of potential sponsors

Write a marketing plan to promote current tourism assets and yet-to-be-developed eco/agri-tourism ventures